

WHAT IS CLAIMED IS:

1. A shop information advertisement panel system having a plurality of shop terminals provided in a shop, an advertisement panel control terminal for controlling an advertisement panel, connected with the respective  
5 shop terminals through a communication network, and a plurality of advertisement panel devices provided for every shop terminal for displaying an advertisement of the shop: wherein

said respective shop terminals comprise  
10 an advertisement information registration requesting unit for requesting the advertisement panel control terminal to register advertisement information including image information expressing an advertisement image to be displayed on the advertisement panel device  
15 corresponding to its own shop terminal, through the communication network;

said advertisement panel control terminal comprises

an advertisement information controlling unit for  
20 registering and controlling the advertisement information for every shop terminal, based on the registration request of the advertisement information from the shop terminal, and sending the image information of the advertisement information to the  
25 advertisement panel device corresponding to the above

shop terminal; and

said respective advertisement panel devices  
comprise

an advertisement display unit for displaying an  
advertisement according to the image information sent  
from the advertisement panel control terminal.

2. A shop information advertisement panel system as  
set forth in Claim 1, wherein

said shop terminal comprising

an advertisement information update requesting  
unit for requesting the advertisement panel control  
terminal to update the advertisement information  
corresponding to the shop terminal itself, which is  
registered in the advertisement panel control terminal,  
through the communication network; and

said advertisement panel control terminal  
comprising

an advertisement information registering unit of  
adding control information to the advertisement  
information requested to be registered by the shop  
terminal, so to register the both information therein,  
and

an advertisement information updating unit for  
updating the advertisement information corresponding to  
the shop terminal having made an update request, of the  
advertisement information registered in an advertisement

information storing unit, according to the update request of the advertisement information from the shop terminal.

3. A shop information advertisement panel system as set forth in Claim 1, wherein

said shop terminal sends the advertisement information including the image information and detailed information on the shop to the advertisement panel control terminal, so to request the same terminal to register the same information therein,

said advertisement panel control terminal adds the control information including the information of the advertisement panel device corresponding to the shop terminal to the advertisement information sent from the shop terminal, so to register the both information for every shop terminal into said advertisement information registering unit.

4. A shop information advertisement panel system having a plurality of shop terminals provided in a shop, an advertisement panel control terminal for controlling an advertisement panel, connected with the respective shop terminals through a communication network, and a plurality of advertisement panel devices provided for every shop terminal for displaying an advertisement of the shop: wherein

10           said respective shop terminals comprising  
            an advertisement information registration  
requesting unit for requesting the advertisement panel  
control terminal to register advertisement information  
including image information expressing an advertisement  
image to be displayed on the advertisement panel device  
15           corresponding to its own shop terminal and detailed  
information on the shop where this shop terminal is  
provided, through the communication network;

            said advertisement panel control terminal  
comprising  
20           an advertisement information controlling unit for  
registering and controlling the advertisement  
information for every shop terminal, based on the  
registration request of the advertisement information  
from the shop terminal, and sending the image  
25           information to the advertisement panel device  
corresponding to the shop terminal, and

            a detailed information referring unit for, when  
the advertisement panel device makes a reference request  
of the detailed information, sending the detailed  
30           information corresponding to the advertisement panel  
device making the reference request of the detailed  
information, of the registered advertisement information,  
to the advertisement panel device making the reference  
request; and

35           said respective advertisement panel devices

comprising

an advertisement display unit for displaying an advertisement according to the image information sent from the advertisement panel control terminal, and

40 a sending/receiving unit for portable unit for, upon receipt of a reference request of the detailed information from an information portable unit, issuing the reference request of the detailed information to the advertisement panel control terminal and sending the  
45 detailed information sent from the advertisement panel control terminal to said information portable unit,

said information portable unit

including a detailed information requesting unit for sending the reference request of the detailed  
50 information to the advertisement panel device according to a user's instruction, and displaying the received detailed information.

5. A shop information advertisement panel system as set forth in Claim 4, wherein

said shop terminal comprising

an advertisement information update requesting  
5 unit for requesting the advertisement panel control terminal to update the advertisement information corresponding to the shop terminal itself, which is registered in the advertisement panel control terminal, through the communication network; and

10           said advertisement panel control terminal  
comprising

          an advertisement information registering unit of  
adding control information to the advertisement  
information requested to be registered by the shop  
15   terminal so to register the both information therein,  
and

          an advertisement information updating unit for  
updating the advertisement information corresponding to  
the shop terminal having made an update request, of the  
20   advertisement information registered in an advertisement  
information storing unit, according to the update  
request of the advertisement information from the shop  
terminal.

6.       A shop information advertisement panel system as  
set forth in Claim 4, wherein

          said shop terminal sends the advertisement  
information including the image information and detailed  
5   information on the shop to the advertisement panel  
control terminal, so to request the same terminal to  
register the same information therein,

          said advertisement panel control terminal  
          adds the control information including the  
10   information of the advertisement panel device  
corresponding to the shop terminal, to the advertisement  
information sent from the shop terminal, so to register

the both information for every shop terminal into said advertisement information registering unit.

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7. A shop information advertisement panel system as set forth in Claim 4, wherein

said detailed information consists of a plurality of items,

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said detailed information referring unit

sends an item list of the detailed information corresponding to the advertisement panel device, of the registered detailed information, to the advertisement panel device having made a reference request when the reference request of the detailed information was made by the same advertisement panel device, and sends the content of an item corresponding to an item name to the advertisement panel device when the item name of the item list was notified by the same advertisement panel device, and

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said sending/receiving unit for portable unit

issues a reference request of the detailed information to the advertisement panel control terminal, sends an item list to said information portable unit, upon receipt of the item list of the detailed information from the advertisement panel control terminal, notifies an item name to said detailed information referring unit, upon receipt of the item name from said information portable unit, and sends the

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25 content of an item sent from said detailed information  
referring unit to said information portable unit.

8. A shop information advertisement panel system as  
set forth in Claim 7, wherein

5 said detailed information requesting unit of said  
information portable unit sends a reference request of  
the detailed information to the advertisement panel  
device according to a user's instruction, displays an  
item list upon receipt of the item list of the detailed  
information, sends an item name of an item specified by  
a user to the advertisement panel device, and receives  
10 and displays the content of the item sent from the  
advertisement panel device.

9. A shop information advertisement panel system as  
set forth in Claim 7, wherein

5 said advertisement panel control terminal  
comprises an access history storing unit for storing an  
access history indicating access state of each item of  
the registered detailed information, and

said detailed information referring unit updates  
the access history stored in said access history storing  
unit based on an item name notified from the  
10 advertisement panel device.

10. A shop information advertisement panel system as



set forth in Claim 7, wherein

said detailed information includes reservation information indicating reservation state,

5           said information portable unit comprises a reservation requesting unit for sending reservation requesting information to the advertisement panel device,

10           said sending/receiving unit for portable unit sends the reservation requesting information to the advertisement panel control terminal, upon receipt of the reservation requesting information,

15           said advertisement panel control terminal comprises a reservation request sending/receiving unit for sending the reservation requesting information sent from said sending/receiving unit for portable unit to the shop terminal corresponding to the advertisement panel device, and

20           said shop terminal comprises a reservation controlling unit for controlling the reservation information indicating the reservation state and updating the reservation information based on the received reservation requesting information.

11.       A shop information advertisement method in a shop information advertisement panel system having a plurality of shop terminals provided in a shop, an advertisement panel control terminal for controlling an advertisement panel, connected with the respective shop

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terminals through a communication network, and a plurality of advertisement panel devices provided for every shop terminal for displaying an advertisement of the shop, comprising the following steps of:

- 10           in said respective shop terminals,  
              requesting the advertisement panel control  
              terminal to register advertisement information including  
              image information expressing an advertisement image to  
              be displayed on the advertisement panel device  
15           corresponding to its own shop terminal, through the  
              communication network;  
              in said advertisement panel control terminal,  
              registering and controlling the advertisement  
              information for every shop terminal, based on the  
20           registration request of the advertisement information  
              from the shop terminal, and sending the image  
              information of the advertisement information to the  
              advertisement panel device corresponding to the above  
              shop terminal; and  
25           in said respective advertisement panel devices,  
              displaying an advertisement according to the  
              image information sent from the advertisement panel  
              control terminal.

12.       A shop information advertisement method in a shop  
information advertisement panel system as set forth in  
Claim 11, comprising the following steps of:

in said shop terminal,  
5 requesting the advertisement panel control  
terminal to update the advertisement information  
corresponding to the shop terminal itself, which is  
registered in the advertisement panel control terminal,  
through the communication network; and

10 in said advertisement panel control terminal,  
adding control information to the advertisement  
information requested to be registered by the shop  
terminal, so to register the both information therein,  
and

15 updating the advertisement information  
corresponding to the shop terminal having made an update  
request, of the registered advertisement information,  
according to the update request of the advertisement  
information from the shop terminal.

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13. A shop information advertisement method in a shop  
information advertisement panel system as set forth in  
Claim 11, comprising the following steps of:

in said shop terminal, sending the advertisement  
5 information including the image information and detailed  
information on the shop to the advertisement panel  
control terminal, so to request the same terminal to  
register the same information therein; and

in said advertisement panel control terminal  
10 adding the control information including the

information of the advertisement panel device  
corresponding to the shop terminal to the advertisement  
information sent from the shop terminal, so to register  
the both information for every shop terminal into said  
15 advertisement information registering unit.

14. A shop information advertisement method in a shop  
information advertisement panel system having a  
plurality of shop terminals provided in a shop, an  
advertisement panel control terminal for controlling an  
5 advertisement panel, connected with the respective shop  
terminals through a communication network, and a  
plurality of advertisement panel devices provided for  
every shop terminal for displaying an advertisement of  
the shop, comprising the following steps of:

10 in said respective shop terminals,  
requesting the advertisement panel control  
terminal to register advertisement information including  
image information expressing an advertisement image to  
be displayed on the advertisement panel device  
15 corresponding to its own shop terminal and detailed  
information on the shop where this shop terminal is  
provided, through the communication network;

in said advertisement panel control,  
20 registering and controlling the advertisement  
information for every shop terminal, based on the  
registration request of the advertisement information

from the shop terminal, and sending the image information to the advertisement panel device corresponding to the shop terminal, and

25               when said advertisement panel device makes a reference request of the detailed information, sending the detailed information corresponding to the advertisement panel device having made the reference request to the detailed information, of the registered  
30               advertisement information, to the advertisement panel device having made the reference request; and

                  in said respective advertisement panel devices,  
                  displaying an advertisement according to the image information sent from the advertisement panel  
35               control terminal, and

                  upon receipt of a reference request of the detailed information from an information portable unit, issuing the reference request of the detailed information to the advertisement panel control terminal  
40               and sending the detailed information sent from the advertisement panel control terminal to said information portable unit.

15.       A shop information advertisement method in a shop information advertisement panel system as set forth in Claim 14, comprising the following steps of:

                  in said shop terminal,  
5               requesting the advertisement panel control

terminal to update the advertisement information  
corresponding to the shop terminal itself, which is  
registered in the advertisement panel control terminal,  
through the communication network; and

10           in said advertisement panel control terminal,  
          adding control information to the advertisement  
information requested to be registered by the shop  
terminal so to register the both information, and

          updating the advertisement information  
15       corresponding to the shop terminal having made an update  
request, of the registered advertisement information,  
according to the update request of the advertisement  
information from the shop terminal.

16.       A shop information advertisement method in a shop  
information advertisement panel system as set forth in  
Claim 14, comprising the following steps of:

          in said shop terminal, sending the advertisement  
5       information including the image information and detailed  
information on the shop to the advertisement panel  
control terminal, so to request the same terminal to  
register the same information; and

          in said advertisement panel control terminal,  
10       adding the control information including the  
information of the advertisement panel device  
corresponding to the shop terminal, to the advertisement  
information sent from the shop terminal, so to register

FIG. 5 - SEE FIG. 5

the both information for every shop terminal into said  
15 advertisement information registering unit.

17. A shop information advertisement method in a shop  
information advertisement panel system as set forth in  
Claim 14, in which:

said detailed information consists of a plurality  
5 of items,

said advertisement panel control terminal  
sends an item list of the detailed information  
corresponding to the advertisement panel device, of the  
registered detailed information, to the advertisement  
10 panel device having made a reference request when the  
reference request of the detailed information was made  
by the same advertisement panel device, and sends the  
content of an item corresponding to an item name to the  
advertisement panel device when the item name of the  
15 item list was notified by the same advertisement panel  
device, and

said advertisement panel device  
issues a reference request of the detailed  
information to the advertisement panel control terminal,  
20 sends an item list to said information portable unit,  
upon receipt of the item list of the detailed  
information from the advertisement panel control  
terminal, notifies an item name to the advertisement  
panel control terminal, upon receipt of the item name

25 from said information portable unit, and sends the  
content of an item sent from the advertisement panel  
control terminal.

18. A shop information advertisement method in a shop  
information advertisement panel system as set forth in  
Claim 17, in which

5 said information portable unit sends a reference  
request of the detailed information to the advertisement  
panel device, according to a user's instruction,  
displays an item list upon receipt of the item list of  
the detailed information, sends an item name of an item  
specified by a user to the advertisement panel device,  
10 and receives and displays the content of the item sent  
from the advertisement panel device.

19. A shop information advertisement method in a shop  
information advertisement panel system as set forth in  
Claim 17, in which

5 said advertisement panel control terminal  
stores an access history indicating access state  
of each item of the registered detailed information, and  
updates the access history stored based on an  
item name notified from the advertisement panel device.

20. A shop information advertisement method in a shop  
information advertisement panel system as set forth in



Claim 17, in which

said detailed information includes reservation  
5 information indicating reservation state,

said information portable unit sends reservation  
requesting information to the advertisement panel device,

said advertisement panel device sends the  
reservation requesting information to the advertisement  
10 panel control terminal, upon receipt of the reservation  
requesting information,

said advertisement panel control terminal sends  
the reservation requesting information sent from the  
advertisement panel device to the shop terminal

15 corresponding to the advertisement panel device, and

said shop terminal controls the reservation  
information indicating the reservation state and updates  
the reservation information based on the received  
reservation requesting information.

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21. A computer readable memory storing a program for  
controlling a shop information advertisement in a shop  
information advertisement panel system having a  
plurality of shop terminals provided in a shop, an  
5 advertisement panel control terminal for controlling an  
advertisement panel, connected with the respective shop  
terminals through a communication network, and a  
plurality of advertisement panel devices provided for  
every shop terminal for displaying an advertisement of

10 the shop:

said program of the respective shop terminals  
requesting the advertisement panel control  
terminal to register advertisement information including  
image information expressing an advertisement image to  
15 be displayed on the advertisement panel device  
corresponding to its own shop terminal, through the  
communication network;

said program of the advertisement panel control  
terminal

20 registering and controlling the advertisement  
information for every shop terminal, based on the  
registration request of the advertisement information  
from the shop terminal, and sending the image  
information of the advertisement information to the  
25 advertisement panel device corresponding to the above  
shop terminal; and

said program of the respective advertisement  
panel devices

30 displaying an advertisement according to the  
image information sent from the advertisement panel  
control terminal.

22. A computer readable memory storing a program for  
controlling a shop information advertisement in a shop  
information advertisement panel system as set forth in  
Claim 21:

5           said program of the shop terminal  
            requesting the advertisement panel control  
terminal to update the advertisement information  
corresponding to the shop terminal itself, which is  
registered in the advertisement panel control terminal,  
10          through the communication network; and

            said program of the advertisement panel control  
terminal

            adding control information to the advertisement  
information requested to be registered by the shop  
15          terminal, so to register the both information, and

            updating the advertisement information  
corresponding to the shop terminal having made an update  
request, of the registered advertisement information,  
according to the update request of the advertisement  
20          information from the shop terminal.

23.       A computer readable memory storing a program for  
controlling a shop information advertisement in a shop  
information advertisement panel system as set forth in  
Claim 21:

5           said program of the shop terminal sending the  
advertisement information including the image  
information and detailed information on the shop to the  
advertisement panel control terminal so to request the  
same terminal to register the same information; and

10          said program of the advertisement panel control

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terminal

adding the control information including the  
information of the advertisement panel device  
corresponding to the shop terminal to the advertisement  
15 information sent from the shop terminal, so to register  
the both information for every shop terminal into said  
advertisement information registering unit.

24. A computer readable memory storing a program for  
controlling a shop information advertisement in a shop  
information advertisement panel system having a  
plurality of shop terminals provided in a shop, an  
5 advertisement panel control terminal for controlling an  
advertisement panel, connected with the respective shop  
terminals through a communication network, and a  
plurality of advertisement panel devices provided for  
every shop terminal for displaying an advertisement of  
10 the shop:

said program of the respective shop terminals  
requesting the advertisement panel control  
terminal to register advertisement information including  
image information expressing an advertisement image to  
15 be displayed on the advertisement panel device  
corresponding to its own shop terminal and detailed  
information on the shop where this shop terminal is  
provided, through the communication network;

said program of the advertisement panel control

20 terminal

registering and controlling the advertisement  
information for every shop terminal, based on the  
registration request of the advertisement information  
from the shop terminal, and sending the image  
25 information to the advertisement panel device  
corresponding to the shop terminal, and

when said advertisement panel device makes a  
reference request of the detailed information, sending  
the detailed information corresponding to the  
30 advertisement panel device having made the reference  
request of the detailed information, of the registered  
advertisement information, to the advertisement panel  
device having made the reference request; and

said program of the respective advertisement  
35 panel devices

displaying an advertisement according to the  
image information sent from the advertisement panel  
control terminal, and

upon receipt of a reference request of the  
40 detailed information from an information portable unit,  
issuing the reference request of the detailed  
information to the advertisement panel control terminal  
and sending the detailed information sent from the  
advertisement panel control terminal to said information  
45 portable unit.

25. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim 24:

5           said program of the shop terminal  
            requesting the advertisement panel control  
terminal to update the advertisement information  
corresponding to the shop terminal itself, which is  
registered in the advertisement panel control terminal,  
10          through the communication network; and  
            said program of the advertisement panel control  
terminal  
            adding control information to the advertisement  
information requested to be registered by the shop  
15          terminal so to register the both information, and  
            updating the advertisement information  
corresponding to the shop terminal having made an update  
request, of the registered advertisement information,  
according to the update request of the advertisement  
20          information from the shop terminal.

26. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim 24:

5           said program of the shop terminal sending the  
advertisement information including the image

information and detailed information on the shop to the advertisement panel control terminal, so to request the same terminal to register the same information; and

10           said program of the advertisement panel control terminal

          adding the control information including the information of the advertisement panel device corresponding to the shop terminal to the advertisement information sent from the shop terminal, so to register the both information for every shop terminal into said advertisement information registering unit.

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27.       A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim 24:

5           said detailed information consisting of a plurality of items;

          said program of the advertisement panel control terminal

          sending an item list of the detailed information corresponding to the advertisement panel device, of the registered detailed information, to the advertisement panel device having made a reference request when the reference request of the detailed information was made by the same advertisement panel device, and sending the content of an item corresponding to an item name to the

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advertisement panel device when the item name of the  
item list was notified by the same advertisement panel  
device; and

20           said program of the advertisement panel device  
          issuing a reference request of the detailed  
information to the advertisement panel control terminal,  
sending an item list to said information portable unit,  
upon receipt of the item list of the detailed  
information from the advertisement panel control  
25           terminal, notifying an item name to the advertisement  
panel control terminal, upon receipt of the item name  
from said information portable unit, and sending the  
content of an item sent from the advertisement panel  
control terminal.

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28.       A computer readable memory storing a program for  
controlling a shop information advertisement in a shop  
information advertisement panel system as set forth in  
Claim 27:

5           said program of said information portable unit  
          sending a reference request of the detailed information  
to the advertisement panel device, according to a user's  
instruction, displaying an item list upon receipt of the  
item list of the detailed information, sending an item  
10           name of an item specified by a user to the advertisement  
panel device, and receiving and displaying the content  
of the item sent from the advertisement panel device.



29. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim 27:

5           said program of the advertisement panel control terminal

          storing an access history indicating access state of each item of the registered detailed information, and

10           updating the access history stored based on an item name notified from the advertisement panel device.

30. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim 27:

5           said detailed information including reservation information indicating reservation state;

          said program of said information portable unit sending reservation requesting information to the advertisement panel device,

10           said program of the advertisement panel device sending the reservation requesting information to the advertisement panel control terminal upon receipt of the reservation requesting information;

          said program of the advertisement panel control terminal sending the reservation requesting information

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sent from the advertisement panel device to the shop terminal corresponding to the advertisement panel device; and

20           said program of the shop terminal controlling the reservation information indicating the reservation state and updating the reservation information based on the received reservation requesting information.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100